



BECOME A PARTNER
with the KDFWR and
THE EMMY® AWARD-WINNING
KENTUCKY AFIELD SHOW

Kentucky Afield, produced by the Kentucky Department of Fish and Wildlife Resources, is the oldest hunting and fishing TV show in the country.





"Kentucky Afield" on WPSD (Paducah)

Quick Facts

- WPSD has over 400,000 households in their market
- Their potential viewership is around 1.5 million people
- Their coverage area reaches 43 counties in three states - Kentucky, Missouri and Illinois
- They reach their audiences by way of antenna, satellite and cable

Regional items of interest:

- Western Kentucky is the Commonwealth's sportsman's paradise with it's location in the Mississippi flyway for the best waterfowl hunting in Kentucky, and holds two of the nation's best bass and crappie fishing lakes in Kentucky Lake and Lake Barkley.



News
Channel



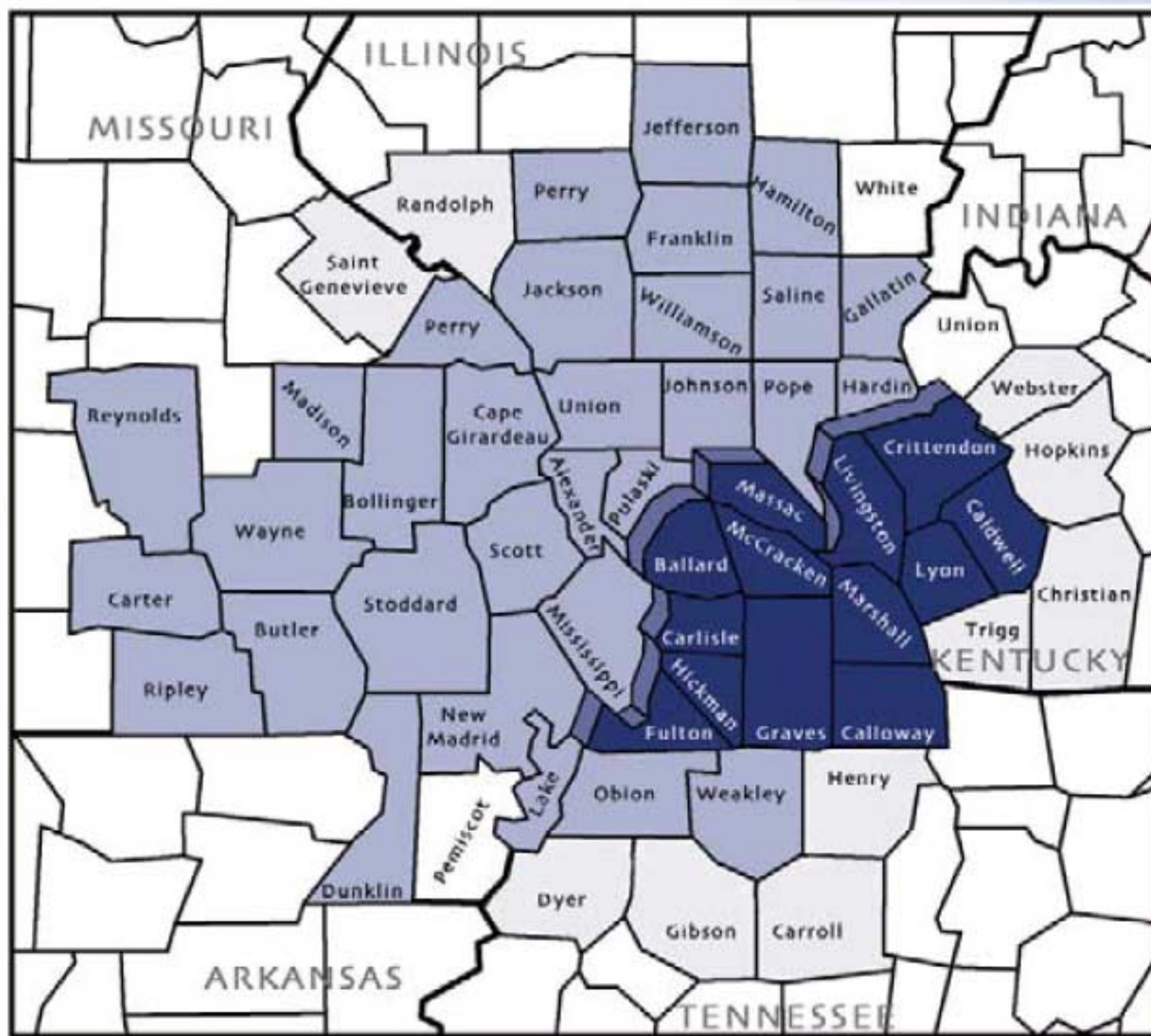
Kentucky Department of Fish and Wildlife

“Kentucky Afield”

Presented By:

Saturday's at 12:30pm on WPSD-TV, Paducah

Sportsman Tim Farmer goes in search of outdoor adventure and showcases the best fishing, hunting, and wildlife-related recreation Kentucky has to offer.

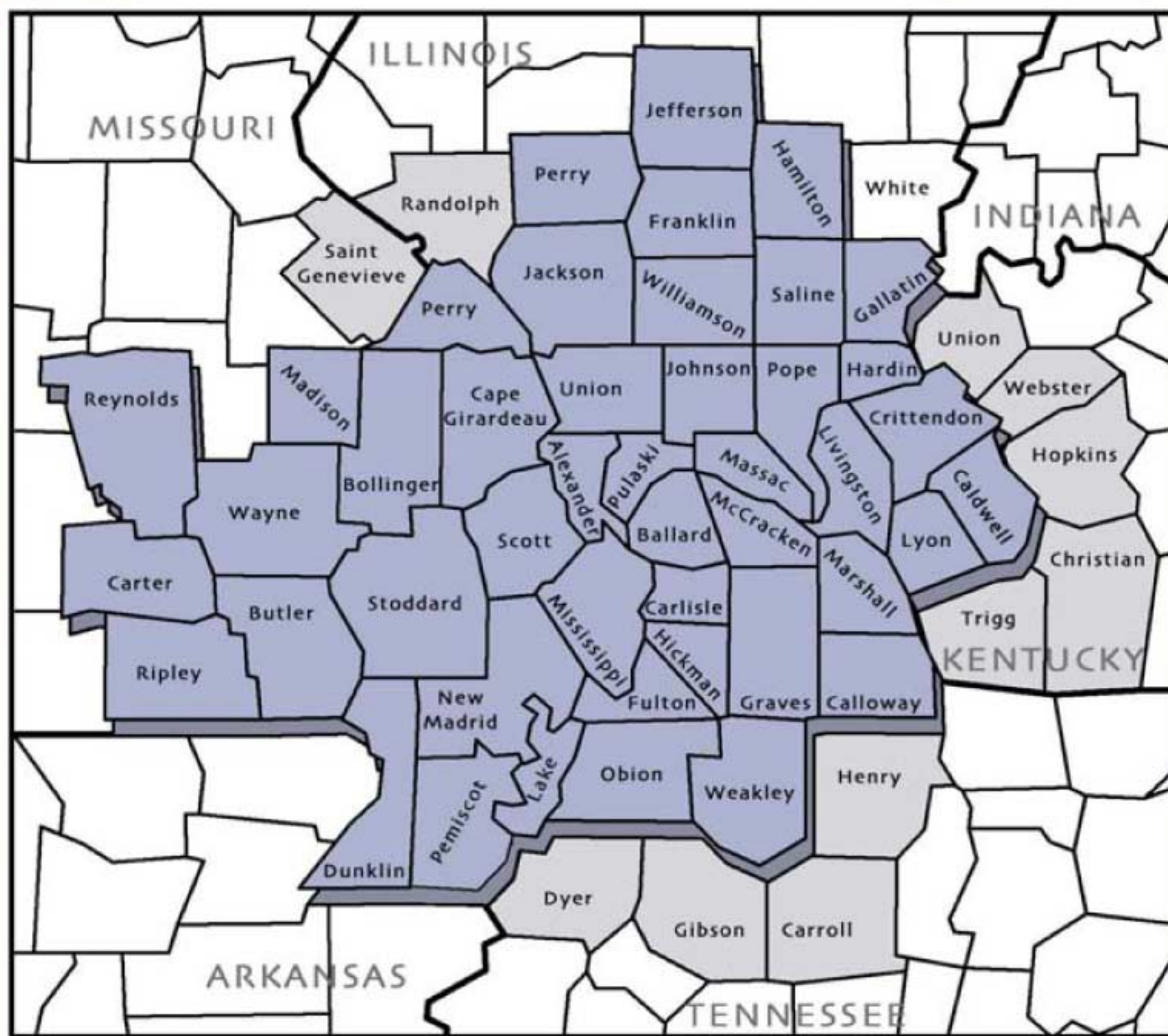


Kentucky
UNBRIDLED SPIRIT™

News
Channel



WPSD-TV DMA



Coverage map represents counties reached by over the air signal or via cable. Darker shaded area represents the DMA



Kentucky
UNBRIDLED SPIRIT™



"Kentucky Afield" on WYMT (Hazard)

Quick Facts

- WYMT reaches 228,670 households in Eastern KY.
- Their potential viewership area population is 588,920
- WYMT covers 20 Eastern KY counties and parts of Tennessee and West Virginia.
- WYMT is on 91 cable stations in 300 communities
- WYMT is a CBS affiliate which has rights to UK games
- They reach their audience via antenna, satellite and cable
- WYMT is the only local station in Eastern Kentucky.

Regional items of interest:

- Eastern Kentucky holds the largest elk herd east of the Mississippi, now numbering close to 6,000 animals, an increasing black bear population and offers quality turkey hunting and stream trout fishing.





- **WYMT-TV Coverage Area**
- **Charleston-Huntington**
- **Tri-Cities**
- **Knoxville**



34% Lexington DMA	34% Charleston-Huntington DMA
18% Knoxville DMA	14% Tri-Cities

A CBS Affiliate serving 22 southeastern Kentucky counties.

www.wymtnews.com



Kentucky Afield TV Fact Sheet

Kentucky Afield shows and crew members were **nominated for four Emmy awards** this year in three different categories of television production and hosting. The five-man **crew** carries more than **50 years of experience** in broadcast quality production.

Both the First and Second Place awards given in **2005** by the **National Assoc. of Government Communicators for best Outdoor News Program** were awarded to Kentucky Afield.

Kentucky Afield has aired continuously for 53 years informing audiences of the efforts of wildlife conservation in Kentucky, and entertaining the best hunting and fishing activities the Commonwealth offers. Only the Guiding Light and Meet the Press have aired longer without interruption.

Following show promotions of Kentucky's elk quota hunts in 2005, **permit sales soared by 8,000** beyond the previous season.

Sales of Kentucky Afield **Magazine subscriptions increased** substantially **following** the start of **commercials** on the show.

Advertising a fish identification poster recently made available from the department, **netted more than 10,000 requests** from Kentucky Afield viewers.

Segments produced by the Kentucky Afield crew **have aired on the Outdoor Channel and Discovery Channel** upon special request.



About the Host.....

Tim Farmer has been in his role as Kentucky Afield Host for more than a decade, and has built a tremendous following with Kentucky sportsmen and women. A disabled veteran, Farmer lost the use of his right arm in a motorcycle accident prior to becoming host, but has inspired thousands of viewers by overcoming his disability and re-learning to hunt and fish despite his physical loss.

Farmer shoots a compound bow using his teeth to draw the string and has won several competitive archery tournaments in past years. He uses various devices he has adapted to allow him to cast and retrieve while fishing, and conducts several seminars on overcoming physical barriers annually.

Farmer's contagious passion for the hunting and fishing sports is easily translated to his audience, and he has emerged as the most widely recognized sportsman in the Commonwealth.

SHOW TIMES

Kentucky Afield airs each Wednesday at 7 p.m. on CBS Affiliate WYMT-TV (Hazard) in Eastern Kentucky.

Kentucky Afield airs each Saturday afternoon at 12:30 p.m. on NBC Affiliate WSPD-TV (Paducah) in Western Kentucky.

(Shows are subject to station discretion for pre-emption, but all agreed upon benefits noted in the Terms of Partnership will be carried out in future broadcasts.)



Conclusion

On every front, KDFWR and Kentucky Afield is committed to quality programming and expanding viewership as it becomes established in two new commercial markets in Eastern and Western Kentucky.

Goals for the program and the agency are tightly aligned. KDFWR wants to use the reach of Kentucky Afield to increase license sales, support for state and national conservation efforts, awareness of partnerships with conservation organizations and participation in activities of those organizations. The mission statement of the agency specifically addresses creating and maintaining partnerships to obtain mutually-beneficial successes for wildlife and fisheries resources, their habitats and recreation associated with those resources.

Strong private partnerships are essential to continue the wildlife success legacy in Kentucky. By committing to this partnership, you help us achieve our mission and mandate as the stewards of wildlife for the Commonwealth of Kentucky.

In return, your organization will have a significantly increased potential in getting your messages to hunters, anglers, boaters and wildlife conservationists in Kentucky. And, you'll have opportunity to take advantage of the rich heritage Kentucky Afield already enjoys, and the most authoritative word on these kinds of activities available on Bluegrass State television today.



Terms of Partnership

As an KDFWR Partner for the calendar year of 2007,
you will receive the following considerations:

1. Eight to ten weekly :30 spots in each market promoting your organization during your seasonal peak on our show. That's up to 20 pre-produced commercials per year that would air within a two month period of your choice.
2. A six minute feature segment highlighting what your organization and your volunteers or members are doing in Kentucky. In addition to airing in both commercial TV markets, a similar segment will air statewide on KET during a broadcast of Kentucky Afield.
3. A professionally written feature in a special edition of "Kentucky Afield Magazine" promoting your organization and the work of your members. Kentucky Afield Magazine is Kentucky's official outdoor magazine with a readership of 60,000.
4. Inclusion in the recognitions given in the closing credits of the show each week.
5. Your organization will be mentioned weekly as a partner with the KDFWR at least once on both WYMT and WPSD during the promotion of the next week's show which randomly airs during the affiliate's normal programming.
6. Your organization will receive special recognition as a partner on the Kentucky Department of Fish & Wildlife's website and link to your website.



Your organization commits to provide the following during the calendar year of 2007:

- 1. An investment of \$50,000.00 to the KDFWR.**
- 2. One or more pre-produced commercials for your organization in a suitable broadcast quality and ready-to-air format.**
- 3. Contact information if needed, for the special show segment and magazine article on your organization's volunteer efforts and achievements in Kentucky.**

I commit to abide by the above terms and enter the partnership as described with the Kentucky Department of Fish and Wildlife Resources for the 2007 calendar year:

Organization Name

Representative's Signature

Date

KDFWR Representative's Signature

Date

For more information about partnering with the Kentucky Department of Fish and Wildlife Resources contact:

Hank Patton, *Deputy Commissioner* 502-564-7109 ext. 421

OR

Norm Minch, *KDFWR Program Manager* 502-564-7109 ext. 434

OR

call 1-800-858-1549

